



Store Open  
8-30 a.m. to 6 p.m.

THE **Acme** COMPANY LIMITED

Nothing high but the quality

THE **Acme** COMPANY LIMITED

Phone Exchange  
1121

Store Closes  
Wednesdays  
at 1 p.m.

# Semi-Annual Cloak, Coat and Suit Sale

## Two Garments For the Price of One

Watch for our  
Saturday  
Sale Ad.



## Sale Starts Tuesday, July 16th

**MR. LUDWIG**, manager, is at present in New York on his usual buying campaign. Being right on the market in New York he has opportunities to pick up the latest and advance styles for Fall, 1912 at about half the regular value. Monday ushers in one of the most looked for events in Edmonton, the opportunity for the people of Edmonton to view that which is correct in fashion's realm, to choose from models shipped direct from New York, and lastly to get two garments for the price of one. Remember these garments are not present stock but came fresh from the hands of Mr. Ludwig in New York last week. In the two large front windows we are showing some of the newest garments. Balance shown on the second floor.

Watch for our  
Saturday Sale Ad.

What is most recommendable in our garments—certainly—the Cut, the Style and the Cut of the Garments is their Big Feature



Long Coats, in Bedford Cords, Serges and Tweeds, suitable for light dresses. A special coat is our Auto Coat—long, straight, new Raglan style; medium weight for our cool evenings. A mistake often made is getting light-weight coats for the auto. Get one of our Auto Coats and enjoy the ride. Regular \$25.00 and \$30.00. **Sale**..... **\$17.95**

Long Coat in Serge and Tweed, plain lines; regular tourist coat, light weight. Regular \$20. **Sale**..... **\$10.00**

Opera Cloaks in Broadcloth, Silk and Serges, lined and unlined. In making your selection from our line of Opera Cloaks you will find styles and prices right.

Opera Cloaks, style Japanese, Broadcloth; shades Apricot, Mauve, Pink, Blue, Grey and Corise. All lined with the same shade of satin. Regular \$35.00. **Sale**..... **\$13.95**

Handsome Satin Cloak, style La Hadouma, large flowing sleeves; shades of Mauve, Green, Navy Blue, Pale Blue and Pink, lined with contrasting shades of satin. Regular \$40.00. **Sale**..... **\$22.50**

Ladies' Cloth Cloak, style Danterose, finished with collar of striped satin; unlined. Regular \$35. **Sale**..... **\$17.95**

Girl's Graduate Cape, College style, all shades: Navy blue, Red, Grey, Pale Blue, Tan and Corise. Reg. \$25.00

**SALE**  
**\$7.50**

Noticeable among them is a handsome Tan Serge Suit, the latest cut, handsomely lined in satin. Smart narrow skirt. Regular \$45.00. **Sale**..... **\$22.50**

Elegant Grey Suit, stripe Bedford Cord, Parisian Models, collar and cuffs lined with black corded silk. Satin lined. Latest style of skirt (the new two-piece). Size 40. Regular \$45.00. **Sale**..... **\$22.50**

Smart Navy Blue Suit, made on plain lines, collar and cuffs faced with Ratine—Ratine is the rage in New York—it is worn on all apparel for ladies—hats, cloaks and suits. Regular \$40.00. **Sale**..... **\$22.50**

A very fetching garment is a strictly plain Tailored Suit, Apricot shade, Bedford Cord, satin lined Two-piece skirt; high waist line. Regular \$40.00. **Sale**..... **\$22.50**

The revival of the Norfolk Jacket is always hailed with joy by the slender figure. It has a style about it that is always new. A smart Grey Tweed is among our assortment. Regular \$35.00. **Sale**..... **\$22.50**



DEPARTMENT STORES  
THE **Acme** COMPANY LIMITED  
JASPER AVENUE  
SECOND STREET  
OPEN 8-30 AM CLOSE 6 PM  
PHONE EXCHANGE 1121  
OPEN SAT. TILL 10 PM

**SALE STARTS**  
**JULY 16TH**









Inside Lots \$2200.  
 Finance \$30 a Month

**& Payne**  
 Specialists"

Phone 4937













